

WPRU

princeton broadcasting service, inc.

PRINCETON, NEW JERSEY • PHONE 789

March 30, 1951

Ivy Representative
and
Station Chairman

Dear Sirs:

Enclosed is the agenda for the convention week-end, April 27, 28, 29. Please let me know immediately how many representatives you plan to send (or at least some figure, plus or minus one, so that I can plan the drinks and dinner). I would appreciate the names where possible of the men you are sending so that name cards may be made in advance. I also must know within the next day or two how many girls, if any, you are bringing and how many of your staff will want us to find a room for them with one of our men. Some of you have sent some of this information already and I appreciate your promptness.

At the initial meeting Friday afternoon there will be maps of the campus available to facilitate finding of places mentioned on the agenda or friends you might want to look up. There will also be a list of any additional campus activities which are not included on the enclosed.

The Saturday discussion groups which will take place in small seminar rooms in the main library will be quite informal. New ideas, suggestions, and problems will be discussed and everyone will have the opportunity to learn how other stations conduct the various departments and to offer suggestions. These meetings can be continued even more informally in the afternoon, and sessions will be arranged Sunday also if asked for, or if two or three men want to get together.

From the list of meetings you can see approximately the number of men you should send and who they should be. Naturally you cannot bring someone from each sub-department, and we suggest doubling up in certain cases. For example, one man could speak for both public relations and audience research. You may not have a Public Address Director, and here the Technical Director can pick up the information.

Naturally we don't have to stick to the exact discussion groups listed on the agenda. Anything that I've omitted or that comes up at the general meetings will be talked over.

I think that about covers everything. Please don't hesitate to ask me if you have any questions or suggestions. We are all looking forward to being your hosts at what we hope will be a very successful convention.

Cordially yours,

WPRU

PDP:rk

"540 on your dial"

Paul D. Riet
Business Manager